

**City of Bloomington Planning Department  
Formal DRC Review Project Narrative  
Master Sign Plan Alpha B Site, Bloomington, MN**

**May 11, 2016**

The following is a brief project narrative outlining our proposed Master Sign Plan for the development of the 4.45 acre site currently referred to as “Alpha B” on the corner of Lindau Lane and 24<sup>th</sup> Street in Bloomington MN. Over the last three years we have worked closely with the Port Authority and City officials to help realize a vision for a dense, mixed-use development that helps meet the needs of the growing South Loop District.

The current site design is shown on the Site Plan (sheet C2-1) and incorporates the following five elements on the site:

**Previously approved elements:**

1. **AC Hotel by Marriott**: The previously approved five story, 148 room, upscale hotel is currently under construction on the site with an expected opening date of January 2017.
2. **Parking Structure**: The previously approved four-story parking structure will start construction shortly with an anticipated completion date of September 2016.
3. **Public Plaza**: The previously approved public plaza will commence construction later this summer with a completion date of late fall.

**Element being submitted for final approval now through a separate DRC submittal:**

4. **Restaurant/Retail Building**: The plan identifies a building with three tenants with a total SF of approximately 11,456sf.
  - The first user is a full service restaurant and bar with a size of approximately 8,040 sf. The restaurant will have an outdoor patio of approximately 1,364 sf and smaller patio of approximately 293sf. The restaurant accommodates 271 seats indoors and has outdoor seating capacity of 80. Restaurant hours are anticipated to be lunch and dinner with a bar that is active in the evening. The restaurant has access to shared indoor trash and recycling facilities on the west end.
  - Adjacent to the restaurant will be either one retail/restaurant user comprising approximately 3,416sf or more likely two users of 1,743sf and 1,673sf respectively. Leasing negotiations are currently underway but the Tenant C user is likely to be a coffeshop and Tenant B has not been determined.

**Element to be submitted in future:**

5. **Market/Retail**: Marketing efforts continue to be underway to secure an acceptable grocery/pharmacy/market tenant for the SW corner of the project with a likely 14,500sf footprint. The Market/Retail will be submitted for Final Development Plan review in the future.

**Master Sign Plan:** The AC Hotel design includes an iconic rooftop sign cube. We felt that this design element was important to the character of the hotel and the contribution it made to the South Loop District. As a result we proposed amendments to the City Code in June of 2015 that would allow such signage in the South Loop District. We are now following up on this initial code amendment with our Master Sign Plan for the project which includes this rooftop sign elements. Attached for your review is our plan which we would like to include with this DRC submittal.

**Development Application:** This submittal includes application for:

Master Sign Plan